

ABSTRACT

Desa Wisata Ponggok Polanharjo Klaten district is one of the villages that have the potential to be developed into a tourist destination because of its natural wealth. Appeal became the main attraction of this village is abundant water resources. Natural potentials that exist in the village Ponggok currently managed by the village organization called BUMDES Tirta Mandiri. Lack of information about the existence of these attractions identify any issues relating to marketing management strategy adopted by BUMDES Tirta Mandiri. Marketing communication management strategies in increasing the attractiveness of rural tourism visits Ponggok aims to determine the extent of marketing communicates management strategies implemented by BUMDES Tirta Mandiri in increasing the attractiveness Tourism Ponggok visit to the village and know the obstacles in increasing the attractiveness of the visit. This research was conducted using qualitative methods that reveal the things that happen in BUMDES Tirta Mandiri based on the pattern of communication used. Sources of data in this study were obtained from the primary data source and secondary data source. Data collection techniques in this study was done by observation and direct interviews of the informant, it helps authors to analyze the marketing communication management strategies in improving the attractiveness Ponggok tourist village visit. The results found that BUMDES Tirta Mandiri has been pursuing a strategy of marketing communications management consisting of planning, pelaksanaan, organizing and evaluation. BUMDES Tirta Mandiri has also done marketing strategy includes Personal selling, sales promotion, direct marketing and advertising campaigns. Marketing communications management strategy Ponggok tourist village taken by BUMDES Tirta Mandiri shows that the number of visitors is relatively stagnam, this is due to lack of marketing planning is done continuously travelers make less aware of the potential natural. Evaluation is done BUMDES Tirta Mandiri infrastructure improvements Ponggok Tourism Village.